



Plain Talks

GULF STATES UTILITIES COMPANY
FEBRUARY, 1965

IN THIS ISSUE:

- Two-for-One Stock Split Proposed
- New Company Officers Named
- Flameless Dryer Campaign Underway

Another Form of Service

MOST of the disagreements between our customers and our Company are caused because somebody didn't take the trouble to explain something simple.

In our daily business transactions, most difficulties with our customers arise because we didn't take some simple, sincere words, maybe lots of them, to explain matters.

Much of this lack of soothing communication is due to hurry. It sometimes seems that there just aren't enough hours in the day for us to explain everything.

So we may resort to bulldozer tactics and run rough-shod over the sensibilities of many people.

A well-known survey organization, which makes a business of studying customer attitudes, reports: "The utility company and its employees are always on display. A thoughtless comment, a discourteous remark, a failure to provide information clearly and promptly, will often remain in a customer's memory for many, many years. On the other hand, a helpful act, a pleasant smile, prompt and friendly service may earn the company a life-long supporter."

Very few people know the value of explanation.

Our Company has to do many things by rules and regulations. Some of them seem unreasonable if unexplained. And they should be explained in advance when possible.

Many people yell because they are charged too much for a service call, which may last only ten minutes. It should be explained (before the yell, if possible) that a truck trip of 12 miles each way was necessary, with time of a man and truck involved.

Most of the gripes in our business can be similarly explained—such as high bills, delayed response to calls, why a certain type of service can't be given, why we must trim trees along and under our right-of-way.

TALK MORE! EXPLAIN MORE!

Explanation is another word for public relations — another form of service.

It pays well—in contented customers.

OUR COVER

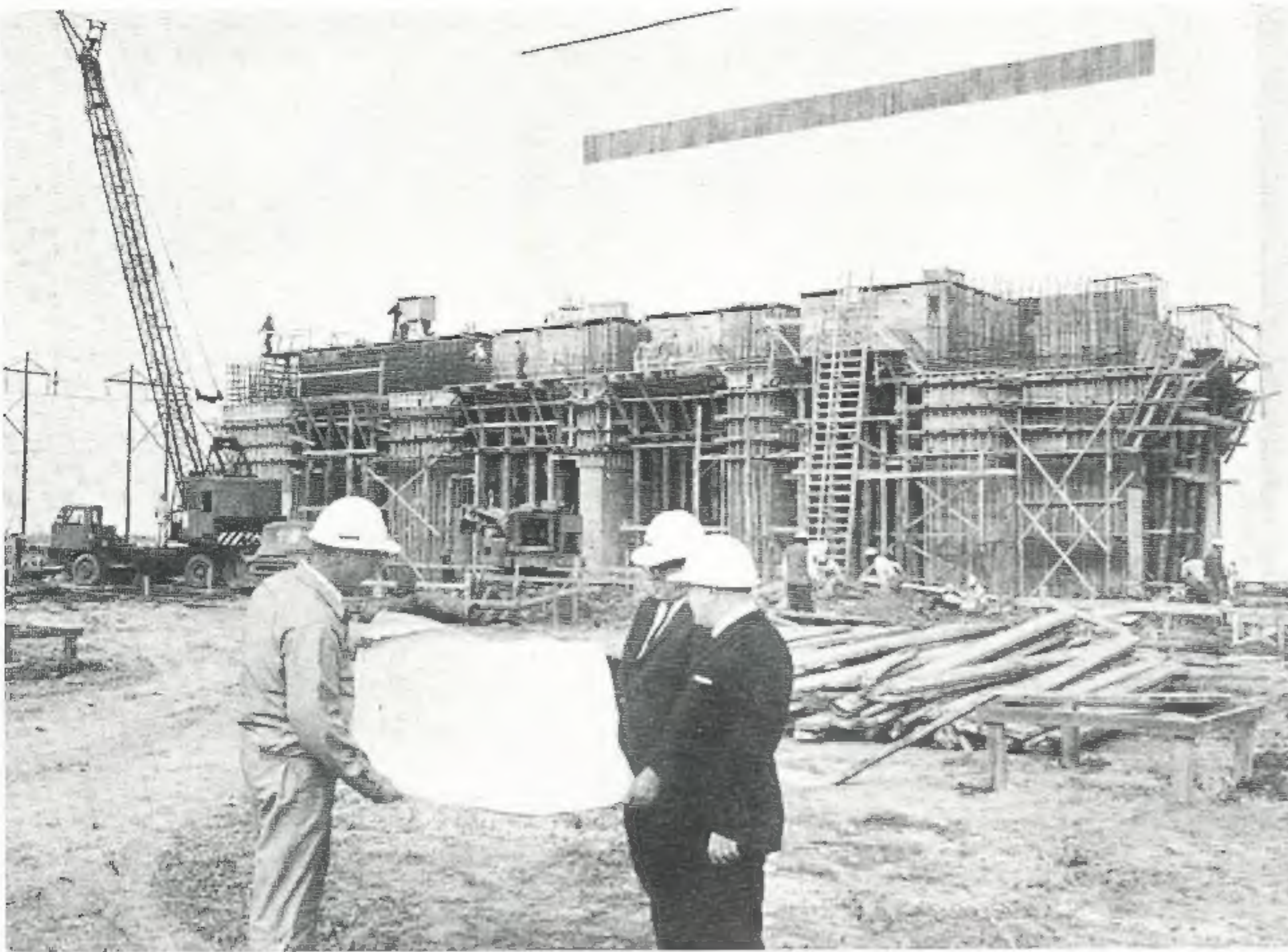
THE lovely ladies on our cover are being seen throughout our service area in the ads being used during our January 15 through March 15 flameless dryer campaign. Our models are: seated, Mrs. Clara Lackey, General Accounting; standing, Mrs. Beth Dodge, Corporate and Finance; and Miss Debra Walters, daughter of Mr. and Mrs. Carol Walters of Beaumont. Debra's mother, Betty, is a former Gulf Stater having been employed in Customer Accounts in Beaumont from 1951 to 1957. During the flameless dryer campaign, Company ads will feature other Beaumont employee-models. (See page 6.)

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CHECK PROGRESS ON SABINE NUMBER THREE. The three people most closely involved in the construction of the third generating unit at Sabine Station at Bridge City, Texas, Warren Anderson, left, assistant superintendent for construction, and J. G. Berger, superintendent for construction, both with Stone & Webster Engineering Corp., and C. A. Ibach, right, superintendent, Sabine, check on a set of drawings the point to which construction has progressed. In the background Stone & Webster workers are building the forms for the concrete work of the generator floor. Actual construction work on the unit began October 5, 1964, with the pile driving. The new 440,000 kilowatt unit will hike our generating capacity to over 2.5 million kilowatts. It is expected to be placed in commercial operation by November, 1966. Included in the 1965 construction budget of \$49,500,000 were approximately \$20,000,000 for carrying forward the construction on this unit.

In directors meeting, February 10 . . .

Two-For-One Stock Split Proposed; Construction Budget Approved; Floyd Smith Elected a Director

THE board of directors of our Company met on the eve of the 118th anniversary of the birthday of Thomas Edison, February 10, in Beaumont and took the following action:

- (1) approved a proposed plan to split two-for-one 10,373,664 shares of Common Stock, without par value, presently outstanding, into 20,747,328 shares of Common Stock, without par value;
- (2) approved the 1965 construction budget of \$49,500,000;
- (3) elected Floyd R. Smith of Baton

Rouge a director and vice president for Baton Rouge operations (for story see page 2);

- (4) declared a dividend on Common Stock of 35 cents a share payable to shareholders of record February 23, 1965;
- (5) declared regular quarterly dividends on the eight outstanding series of preferred stock.

Chairman Morrison said that to accomplish the split an amendment to our Company's articles of incorporation will be submitted for approval

to our shareholders at the annual meeting on Wednesday, May 12, in Beaumont.

Shareholders will receive one additional share for each share of Common Stock held on the day the amendment becomes effective. This is expected to be May 27, when the articles of incorporation are to be filed with the Texas secretary of state. The proposed issuance of additional shares is subject to approval of the Federal Power Commission.

Our board of directors considers that the proposed split will broaden the market for Company Common Stock and will result in a wider distribution and an increased number of shareholders.

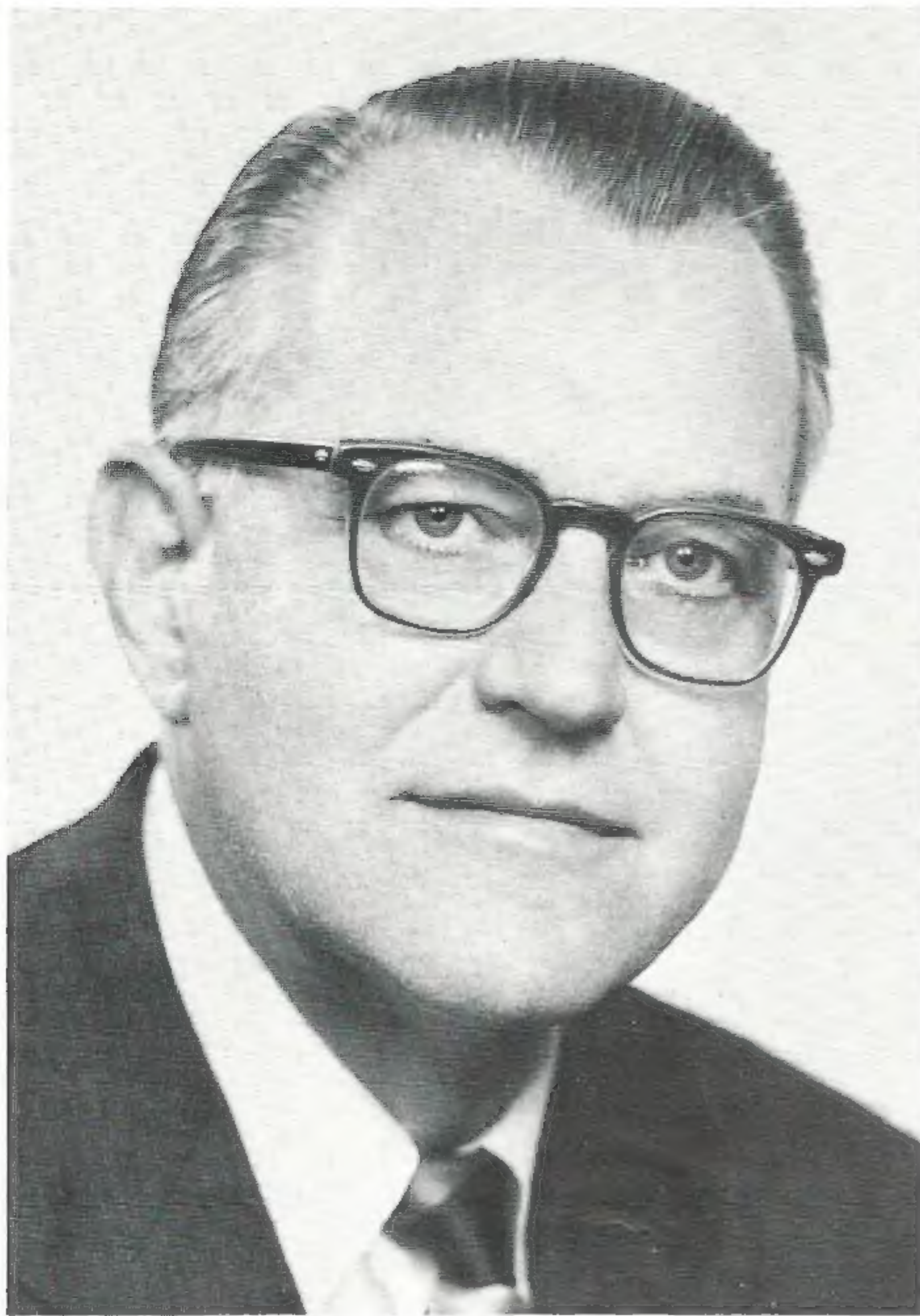
The board issued a statement that if the stock split is approved quarterly dividends payable September 15 on the split shares will be fixed at 18 cents a share, if conditions at that time warrant such action. The common dividend of 35 cents is four cents above the prior quarterly dividends. Our Company has paid dividends on its stock for the past 26 years.

The 1965 construction budget is the largest in five years and the third largest in our Company's history. It is more than double the amount invested for additions and improvements to our Company's system last year.

Approximately \$20,000,000 is earmarked for carrying forward construction of the 440,000 kilowatt turbo-generator unit at Sabine Power Station near Bridge City, Texas.

Another \$7,500,000 will be expended during the year on the construction of the 158 mile-long portion of the 500,000 volt extra high voltage transmission line which will connect our system with electric systems in Texas, Louisiana, Arkansas, Oklahoma, Tennessee, Missouri, Alabama, Mississippi and Kansas.

Attending the meeting were: Chairman Morrison, President Richard, Roy S. Nelson, B. D. Orgain, L. M. Welch and E. A. Werner, all of Beaumont; Edwin W. Hiam of Boston; C. P. Manship, Jr., R. O. Wheeler and F. R. Smith, all of Baton Rouge; F. F. Johnson of Lake Charles and F. V. Wilson of Port Arthur.



E. A. Werner



F. R. Smith

Werner Named Executive Vice President; Floyd Smith Elected Director and Vice President for Baton Rouge; Kirkland Named Baton Rouge Division Manager

E. A. WERNER, vice president in Baton Rouge since 1958, has been named executive vice president and transferred to Beaumont.

F. R. Smith, Baton Rouge Division manager, succeeded Mr. Werner as head of Baton Rouge operations.

The changes were effective January 1. Mr. Smith was also elected a vice

president and a member of our board of directors at the quarterly meeting of the board in Beaumont on February 10.

Jack Kirkland, sales superintendent for Baton Rouge Division, was named to succeed Mr. Smith as Baton Rouge Division manager on February 16.

A native of Brockton, Mass., Mr.

Werner began his utility career with the Brockton Edison Company. He held managerial positions in sales with Ponce (Puerto Rico) Electric Company, Stone and Webster Corp. in Boston and El Paso Electric Company before joining our Company in Sales at Baton Rouge in 1939.

In 1941, he was named to head the

newly created Personnel Department. He became personnel manager in 1945. He has been a vice president since 1958 and has been a member of our board of directors since 1962. In 1950, he completed the advanced management program at Harvard University.

He has been a director and vice president of the Baton Rouge Chamber of Commerce. He is also a former member of the board of the Baton Rouge Better Business Bureau. He is presently a director of the Baton Rouge City National Bank.

He is a past president of the Baton Rouge City Club and a former director of the Baton Rouge Country Club. He is a member of the executive committee of the Economic Development Council and a board member of the Council for a Better Louisiana.

He holds a membership in the Masons, the Public Affairs Research board of trustees and the Rotary Club.

Last December he was named to the Gulf South Research Institute's Council of Trustees, a privately—chartered research agency, partly financed from state funds, which will conduct the state's scientific and economic research projects.

MR. SMITH has been with our Company since 1935. He is a native of San Francisco and holds an electrical engineering degree from New Mexico State University.

He has been manager of the Baton Rouge Division since 1963. He was first employed in the Navasota Division. He worked in various engineering positions in Navasota, Port Arthur and Beaumont until promoted to operating superintendent in Port Arthur in 1954.

He became operating superintendent in Beaumont in 1956 and was promoted to system operations manager in 1963.

He attended the advanced management program at Harvard University in 1962. He is a registered professional engineer and a member of the Institute of Electronic and Electrical Engineers.

AN electrical engineering graduate of Louisiana State University, Mr. Kirkland has been with our Company since 1939. He started out as an instrument man in Baton Rouge. He

served as district engineer and power engineer in Lafayette before entering the Navy for three years in 1943.

He has been in Baton Rouge since 1960 when he was moved from Navasota Division as operating superintendent in the Electrical Department. He has been sales superintendent since November 1, 1963.

Upon his return from the Navy he was assigned as an engineer and worked in Lake Charles, Navasota and Beaumont Divisions. In 1957, he was promoted to operating superintendent and assigned to the Navasota Division.

He is a member of the Baton Rouge Downtown Lions Club and a member of the advisory board of the Salvation Army. He is a member of the board of deacons of the Broadmoor Baptist Church, the Chamber of Commerce and the American Institute of Electrical Engineers.



Jack Kirkland

Mr. Kirkland was recently installed as vice chairman of the Salvation Army Advisory Board and has been selected treasurer of the Baton Rouge Hospital board.

Company Participates in Louisiana's First Engineering Conference

OUR Company was represented last month at Louisiana's first conference on engineering in the modern electric utility.

Attending the conference held in New Orleans were: President Richard; R. O. Wheeler, vice president-personnel; F. F. Johnson, vice president-Lake Charles Division; R. W. Sherwood, vice president-engineer; F. R. Smith, vice president-Baton Rouge Division; R. J. Robertson, production manager; J. B. Coltharp, engineering manager; J. R. Murphy, assistant personnel manager; and V. H. Tompkins, engineer, System Relaying and Communications.

The purpose of the two-day conference was for the engineering faculties from Louisiana's colleges and universities and representatives of the investor-owned utility companies to exchange ideas and to help each group understand the others' problems.

Approximately 60 delegates attended the conference. Colleges and universities represented included Louisiana State University, Tulane University, Louisiana Polytechnic Institute,

and the University of Southwestern Louisiana.

Utilities represented included, besides our Company, Central Louisiana Electric Company, Louisiana Power & Light Company, New Orleans Public Service, Inc., and Southwestern Electric Power Company.

Included on the program were talks on "System Planning Studies", "Design and Construction of 500 KV Transmission Systems", "The Role of Utilities in Nuclear Power", "Automatic Systems and Computer Controls", "Economic Loading of Power Plants", "Steel Pole Transmission Lines", and "Underground Distribution".

Mr. Tompkins outlined the technical challenge facing engineers in the field of communications in his part of the program, "Communications Problems in Electric Utility Systems".

One of the principal speakers was Walker L. Cisler, president of the Edison Electric Institute, who spoke on "Research in the Utility Industry". Dr. L. H. Johnson, dean of engineering at Tulane University, spoke for the colleges of engineering.

Telling About Selling in '65

AT department heads meetings last month L. V. Dugas, vice president and general sales manager, Victor Gayle, superintendent of residential sales, W. E. Richard, superintendent of commercial-industrial sales, and Kenneth Sutton, director of advertising, reviewed last year's sales record for key company personnel and members of all sales departments and gave them a preview of our 1965 sales program.

"EVEN though 1964 was not as good a year as we had anticipated, we still managed to increase our gross electric revenues by 5.2 per cent," Mr. Dugas said.

During the year our Company gained 5,214 customers. Our sales people were instrumental in increasing the kilowatt hours per home customer gain to 317 and our residential revenues increased 5.9 per cent or \$37,502,200.

Because of the seven per cent reduction in commercial rates in 1963 our 1964 revenues were \$24,414 short of recouping the reduction, Mr. Dugas pointed out, but during the year we added 461 commercial customers and we gained 1,358 kwh per customer. Commercial revenues amounted to \$23,338,476.

Industrial revenues were also affected by the 1963 rate reduction. However, in 1964 industrial revenues still showed an increase of \$2,383,159 or 7.1 per cent. During 1964, 100,585 kw in new industrial loads were connected and gross revenues



PRESENT 1965 SALES PROGRAM. Principal speakers at the January department heads meeting were members of the System Sales Department who discussed the sales program for 1965. Appearing on the program were: Bill Richard, superintendent of commercial and industrial sales; Vic Gayle, superintendent of residential sales, L. V. Dugas, vice president and general sales manager; and Kenneth Sutton, director of advertising.

amounted to \$36,096,131.

Mr. Dugas also made a comparison of revenues received in 1955 and the projection for 1965. In 1955, our electric revenues amounted to \$39,602,289 —\$16,229,221 in residential, \$12,221,337 in commercial and \$11,151,731 in industrial. In 1955 we had 253,130 customers and our sales force was comprised of 157 employees. The forecast for this year is \$40,237,300 residential, \$24,882,000 commercial, and \$40,189,200 industrial, a gross of \$105,308,500. In 1965 we should have 319,180 customers and to do this job our sales force is still 157 employees.

"IN addition to building more total load," Mr. Gayle said, "our residential sales program is geared to build more winter load, through sales of heat pumps, electric heating and medallion homes.

"Our service area today is realizing a very favorable saturation of major appliances on its lines. We must be conscious of the thinking of the customer that electric costs of operation are far beyond those of gas, and we must work diligently to make the customers see the actual slight difference in relationship to "plus" values received.

"One way to overcome this objection is with our youth work, an age group which is increasing in its importance in our economy with its tremendous buying power at an earlier age than ever before.

"Finally, we in residential sales must continue

to help bring in more residential revenue, serve more customers who use more new appliances than ever before with minimum manpower."

MR. GAYLE said that Residential Sales has established quotas for 1965 at 3,000 water heaters, 800 heat pumps, 6,500 kw of electric heating, 1,000 gold medallion homes, 500 bronze medallion homes, 6,800 ranges and 6,500 dryers. These new quotas should yield an estimated annual revenue of \$812,025.

He also pointed out that we have added an important major appliance to our promotional calendar—the reverse cycle room air conditioner. This appliance is ideally suited for added rooms, where both extra heating and cooling are needed. From a quota of 250 during the May campaign on this appliance, we hope to pick up some \$2,500 annually in extra revenue from heating.

MR. GAYLE also brought out some points on customer attitudes toward using the electric range and clothes dryer brought out in a survey made in Beaumont by Lloyd Taylor, a Lamar Tech professor.

The survey showed that where money is no factor the customers preferred electricity for cooking. Therefore, he pointed out, our 1965 sales efforts will be directed at proving that while electricity may cost slightly more than other methods of cooking the many advantages offered far outweigh the negligible savings.

The survey also revealed that electricity was regarded as the superior method to dry clothes because of these features: cleaner, easier on clothes, safer, more modern, simpler to operate. It was found the electric range was rated superior in coolness, cleanliness, beauty and styling, safety and more healthful food.

"Maybe the survey didn't tell us what we didn't already know or suspect," Mr. Gayle said. "But we must overcome the chief objections to electricity—operating costs. Also, we are reviewing the market and aim to step up activities to get a larger share of the Negro market."

MR. RICHARD showed the audiences slides of some of the new all-electric buildings the commercial sales representatives helped add to our lines last year.

"After viewing the success of the residential gold medallion home program, the Commercial Sales came up with the All-Electric Building Award. Commercial buildings which meet specified standards in lighting, heating, and air conditioning, water heating and commercial cooking, if applicable, are awarded the medallion and a certificate. So far, we have sold 7,228 kw in 41 all-electric buildings."

He also reviewed last year's achievements of the Area Development Department—the new industries brought to our area, the preparation of plant site booklets for communities seeking new industry. He also pointed out that Industrial Sales in 1964 added 100,585 kw which will produce an estimated annual revenue to \$4,407,550.

"Last year our salesmen worked to get the business, but their job was made easier because of the help they received," he said.

"In 1965, with all of us working together, we will do even better. It will not be easy. Our competition is promoting isolated generation to our commercial customers. The turbine salesmen are using a sharp pencil as they figure with our industrial customers and yet, if all of us do our job, keep our costs down, talk up the use of electricity and pass on all prospective sales leads, we will continue to get more than our share of the business."

NOT all of us can help build lines, produce energy, keep books, but we do share responsibility for building public relations and thereby build sales. It's not a voluntary job. It's an inescapable job," Mr. Sutton said in describing our Company's public relations and how it is related to sales.

"Every contact we make with customers and the public on and off the job, creates a favorable or unfavorable impression of our Company."

Mr. Sutton likened what we do individually and collectively to a recording and described the Advertising and Publicity Department as a loudspeaker through which the recording is played to the public. With slides of actual newstories, advertisements and layouts from PLAIN TALKS, he described how our Company's favorable impression was extended over these loudspeakers to thousands.

He pointed out that our public relations record is a good one, but we can't afford to become complacent because our opposition enjoys good public relations also.

"Unless we maintain good public relations," he said. "We can get nowhere in our fight against unfair, government competition of one kind or another."

"Let's remember that wherever we are, whatever our regular job, maintenance of good relations with our public is basic to all progress—sales, earnings, you name it. There's lots of evidence that we are doing a good job individually and collectively. Keep up the good work and the Advertising Department will keep the volume turned up loud and our salesmen and dealers will sell more and more kilowatts of load and we will continue to grow and prosper."

Employee— Models Help Tell Electric Dryer Story During Flameless Campaign

Save on Clothing Budgets Dry Clothes Electrically

It's like cutting your clothing budget in half to own an electric clothes dryer. This is so important to growing families. By drying clothes indoors, completely independent of outside weather conditions, you can replenish wardrobes overnight. A single garment can do the job of two or more.

Why not start saving on your clothing budget right now with an electric clothes dryer? See your electric dealer soon.



GULF STATES UTILITIES COMPANY

Low-cost, worry-free clothes drying **ELECTRICALLY**

An electric clothes dryer is one of the best investments you'll ever make to insure care-free, worry-free washdays, year 'round.

Costing from \$30 to \$50 less than non-electric dryers, electric clothes dryers need just one electrical connection and can be economically installed anywhere.

Stop by your electric dealer's and let him show you the best, low-cost investment you'll ever make... an electric dryer.



GULF STATES UTILITIES COMPANY

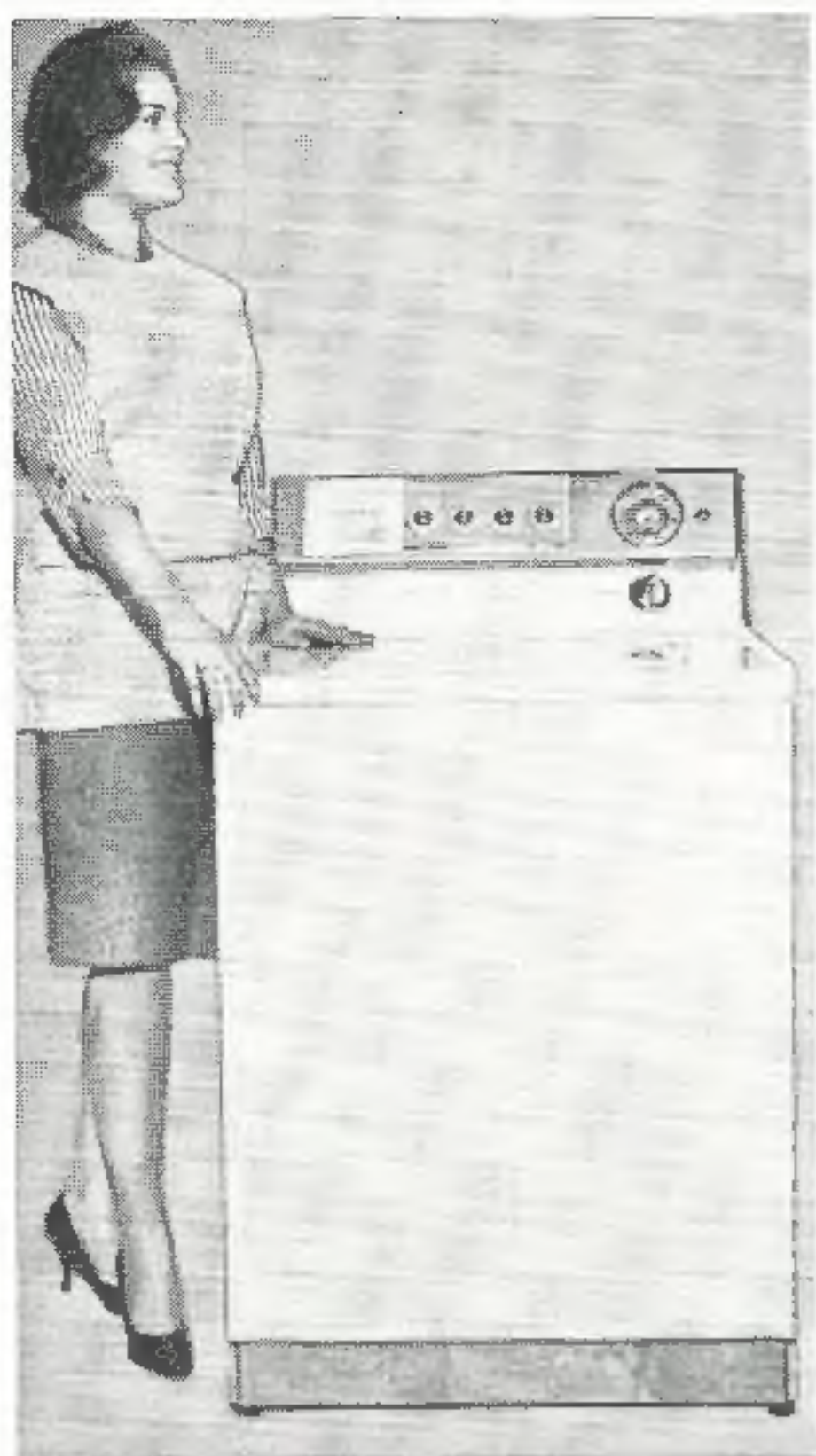
DURING the next month you will be seeing a lot of five Gulf Staters who are helping sell electric dryers during the flameless dryer campaign being conducted by the Residential Sales Department.

These five employees won't be out calling on customers and dealers to make sales. They were models for the illustrations being used in our advertising during the campaign.

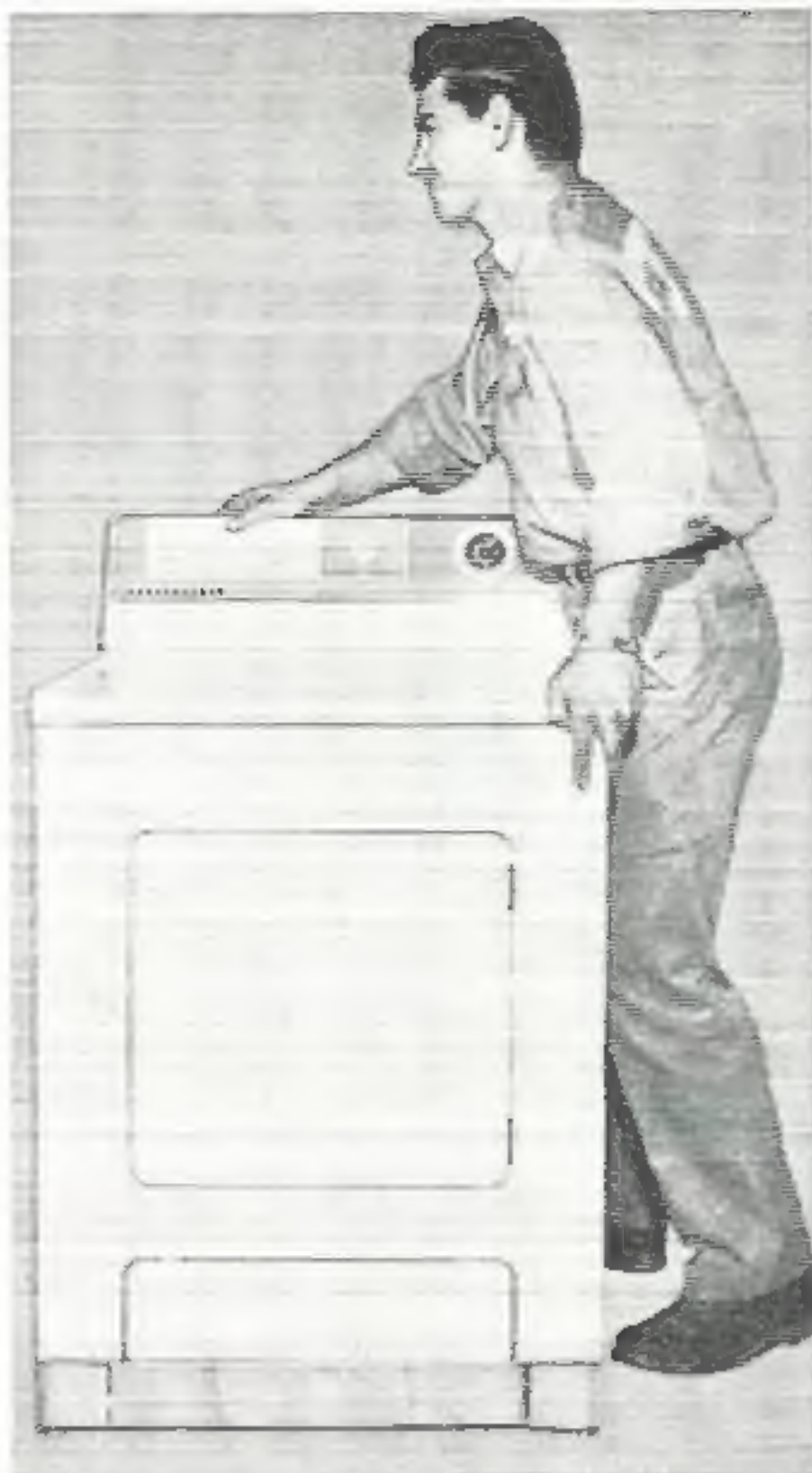
The ladies in the ads are Mrs. Clara Lackey, General Accounting, and Mrs. Beth Dodge, Corporate and Finance. The model for the young daughter is a former Gulf Stater's child. Debra is the daughter of Mr. and Mrs. Carol Walters of Beaumont. Mrs. Walters formerly worked in Customers Accounts in Beaumont.

Filling the male roles are: Jim Sims, Office Service, delivering the new dryer to Mrs. Dodge; Charles DeCuir and





TO HER
THE
BEST THING
NEXT TO A
WASHER
IS



AN ELECTRIC DRYER

Homemakers were relieved of hours of daily clothes washing drudgery when the electric washer became available. Now, the washer's perfect companion — the electric dryer — frees the ladies from additional hours of hard work hanging out wet wash.

Economical? You bet. Electric dryers cost from \$30 to \$50 less than most non-electric

models. Because there are up to 15 fewer parts in the heating section alone, upkeep costs less. Cost of installation is reasonable since there's only one connection — your electric plug. See your dealer for details.



GULF STATES UTILITIES COMPANY

Electric Dryer Savings Certificate

Through March 15, electric appliance dealers are offering GSU customers their electric clothes dryers at a cash saving of \$15. Get details from your electric dryer dealer.

All dryers use some electricity  the best use only electricity

Gene Tillery, both in Beaumont Division Residential Sales, appearing in the ad with Mrs. Lackey.

During the January 15 to March 15 campaign any customer on our service lines who purchases a new 230-volt electric clothes dryers or combination washer/dryers will receive a special electric dryer savings certificate. This certificate will entitle our customers to a \$15 cash savings toward the purchase price of the electric clothes dryer.

Not only do these employee-models provide our customers with dependable, courteous service in their daily jobs, but they help tell them how they can save money on the purchase of an electric clothes dryer.

The ads stress the fact that when a customer looks at all costs they will find that buying an electric clothes dryer is one of the best investments they'll ever make.

February, 1965

All Costs Considered

You Save With an Electric Clothes Dryer



When you look at all costs, we're sure you'll agree that buying an electric clothes dryer is one of the best investments you'll ever make.

The money you save on the initial price of an electric dryer, from \$30 to \$50, will operate the dryer from two to three years for the average family we serve.

And, because there are fewer parts in an electric dryer, there's less chance for something to go wrong. But, when service is needed, costs are moderate since major parts in an electric clothes dryer cost less than parts for so-called non-electric dryers.

See your electric dealer soon for the complete story on the saving-est clothes dryer you ever owned... electric, of course.



GULF STATES UTILITIES COMPANY



H. P. Robichau



H. C. Davidson

Two Beaumont Employees To Retire March 1

H. P. ROBICHAU, administrative accountant in the System Treasury, and H. C. Davidson, departmental accountant in System Construction-Budget, will retire March 1.

Mr. Robichau has been an employee of our Company in Beaumont since September 15, 1925, while Mr. Davidson joined our Company April 8, 1926, in Port Arthur.

MR. ROBICHAU joined our Company as a ledger clerk in the Beaumont Treasury Department. He held various accounting positions until made a chief clerk in 1927. He was named supervisor of billing in 1956.

In 1960 he was named supervisor of system billing records. Since February, 1964, he has been an administrative accountant working on special assignments.

A native of White Castle, he is a graduate of Beaumont High School and attended Farmer's Business School in Beaumont.

He and his wife, the former Lillian Roberson of Port Arthur, are members of St. Anne's Catholic Church. He is a member of the Young Men's Business League, the Beaumont Chamber of Commerce and the Business

and Professional Men's Club. He is treasurer of the Beaumont American Pony League. He is a past grand knight, past faithful navigator, and past district deputy of the Knights of Columbus.

Mr. Robichau says he plans to put his wood working shop to good use after retirement and take some vacation trips. They will continue to make their home in Beaumont at 2441 Laurel.

MR. DAVIDSON began his career with our Company as a day cashier and ticket agent for our predecessor company, Eastern Texas Electric Company. After Eastern Texas Electric Company was absorbed to form Gulf States Utilities Company, he was transferred in August, 1926, to Orange as a storekeeper. In December, he was transferred to Beaumont as an assistant voucher clerk. He served in various clerk classifications in Voucher, Construction, Statistical and Auditing Departments until made a statistical clerk in the Statistical Department in 1941. He was transferred to Engineering in 1947 in the same position. He has been a departmental accountant in Construction-Budget since 1949.

A native of Milam, Texas, he is a graduate of Hemphill, Texas, High School. He attended Rusk Junior College and the University of Texas and was graduated in 1925 from Stephen F. Austin College, Nacogdoches, Texas, with a BS in business administration.

Before joining our Company Mr. Davidson taught in Bronson and Kemp, Texas.

Mr. Davidson is married to the former Veda Halbert of Milam, Texas. They have three children, Horace C. Jr., of Beaumont, an engineer with Neches Butane; Neil, a teacher in the Irving, Texas, High School; and Mrs. Barbara Gene Slaughter of Liberty, Texas.

He is a member of the YMBL, the Beaumont Chamber of Commerce and the Calvary Baptist Church, where he is a deacon, a teacher in the Men's Bible Class, a member of the finance committee, and chairman of the personnel committee.

Mr. Davidson's retirement plans call for touring parts of the United States he and his wife have not visited. He plans to construct a cabin on a tract of land they own at Milam, near the proposed Toledo Lake and will spend time there fishing and hunting. They plan to continue making their home at 898 Euclid Street in Beaumont when not fishing or visiting their children.

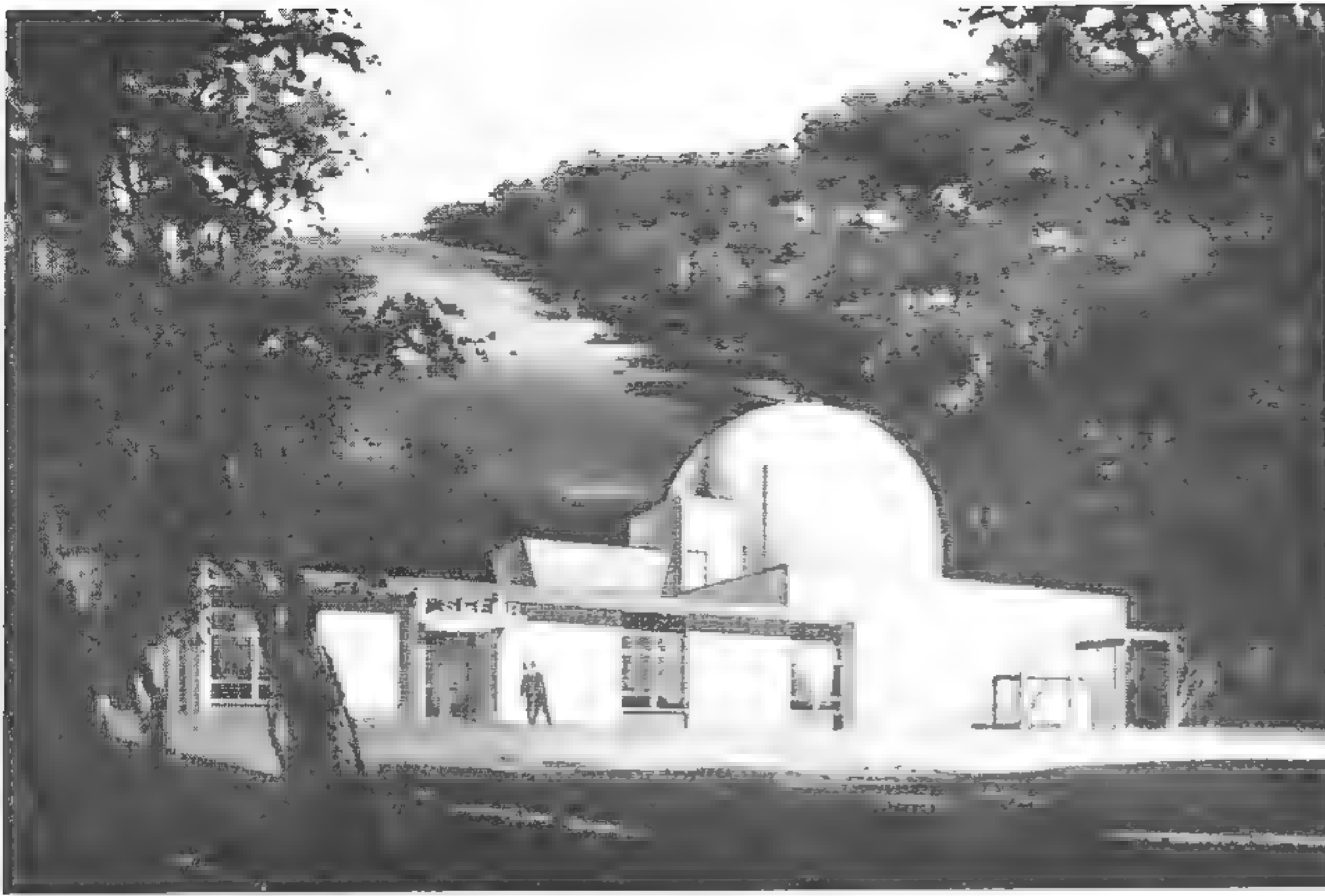
Thrift Plan

THE trustee for the employee thrift plan made the following purchases during January covering employee deductions and Company contributions through December:

- 1,827 shares of Common stock at a total cost of \$91,896.89 or an average cost per share of \$50.299.
- 115 shares of \$4.40 Preferred stock at a total cost of \$11,348.63 or an average cost per share of \$98.684.

These costs included brokerage and commission fees.

The trustee also deposited \$43,434.94 with the savings department of the First Security National Bank of Beaumont.



ARKANSAS NUCLEAR RESEARCH CENTER. This is an artist's drawing of what the Southwest Nuclear Research Center near Fayetteville, Arkansas, will look like. This center is being built by our Company and 16 other southwestern utility companies to provide vital engineering information and experience for the development of a family of fast breeder ceramic-fueled reactors. Joining in the project are the U. S. Atomic Energy Commission, the West German government nuclear laboratory at Karlsruhe, Euratom and General Electric.

SEFOR Site Clearance Begins; Test Facility Being Built in California

THE establishment of a facility for the study of nuclear generation of electricity in the Southwest moved a step nearer as our Company joined in the financing of a new test facility at San Jose, California, for a \$25,000,000 fast oxide nuclear reactor and fuel development project.

After an initial three-year period of testing the reactor design at San Jose by General Electric, the reactor will be put in operation at Fayetteville, Arkansas.

During the experimental period, G. E. will train both U. S. and European technical personnel in the reactor operation at San Jose.

Known as the SEFOR (Southwest Experimental Fast Oxide Reactor), the project is jointly financed by 17 south

western investor-owned electric utility companies, the U. S. and West German governments, and General Electric Company. The reactor will provide vital engineering information and experience for the development of a family of fast breeder ceramic-fueled reactors which is expected to be built for use in very large (1,000,000 kilowatts and bigger) nuclear power installations in the 1970's.

The internationally sponsored project, to be known as the Southwest Nuclear Research Center, is being built on 620-acres 20 miles south of Fayetteville.

The initial contract for preparing the site has been awarded to the Tune Construction Co. of Fayetteville. The contract includes site preparation, excava-

tion and construction buildings for the center. Site work will coincide with completion of reactor licensing procedures by the U. S. Atomic Energy Commission.

The reactor and sodium coolant systems and components will be housed in a cylindrical steel shell approximately 50 feet in diameter and 105 feet high. It will be operated at a power level of 20,000 kilowatts of heat, but will not produce electricity. The heat will be dissipated to the atmosphere.

The project has been described as an outstanding pioneering effort in harnessing nuclear power for peaceful uses and a milestone in international cooperation.

After completion, the SEFOR reactor will be owned by Southwest Atomic Energy Associates, the non-profit association of the 17 utility companies.

Jointly helping to finance the projects are the U. S. Atomic Energy Commission, the West German government nuclear laboratory at Karlsruhe, Euratom and General Electric.

J. Robert Welsh, president of Southwest Electric Power Company and head of SAEA, cut the ribbon at ceremonies dedicating the San Jose facilities on November 27. He praised the technical staff which includes several visiting German scientists, and expressed satisfaction with the preliminary reactor design work. He described SEFOR as a bold venture into new and low cost methods of generating electric power.

SAEA is comprised of the following companies: Arkansas-Missouri Power Company; Arkansas Power & Light Company; Central Louisiana Electric Company; Empire District Electric Company; Gulf States Utilities Company; Kansas Gas & Electric Company; The Central Kansas Power Company; Kansas Power & Light Company; Louisiana Power & Light Company; Mississippi Power & Light Company; Missouri Public Service Company; Missouri Utilities Company; New Orleans Public Service, Inc.; Oklahoma Gas & Electric Company; Public Service Company of Oklahoma; Southwestern Electric Power Company; and Western Light & Telephone Company, Inc.

G S U ers have worked



GULF STATERS are continuing to extend the longest safety span in our Company's history. At midnight, Wednesday, January 20, we passed six million manhours without a lost-time, on-the-job accident. This record now covers a 14-month, plus, period which began December 20, 1963.

It takes approximately 45 working days for the 2,745 Gulf Staters to complete a million manhours. We passed the five million mark on November 13.

This new record will add two more national safety awards to those already received for previous records.

It qualifies our Company for the award of honor from the National Safety Council and the safety achievement award of the Edison Electric Institute. This will be the first time EEI has awarded this certificate to an entire company for six million safe manhours.



safe manhours

To date EEI has presented only two other such certificates, both to groups within electric companies. One of them was won by the 800 employees of our own Baton Rouge Division who passed the eight million mark at midnight, January 14. The other award was made to the Power Transmission Substation Group of the Baltimore Electric Company which worked a total of ten million manhours before suffering an accident.

"To achieve such a goal indicates that each Gulf Stater has accepted his personal safety responsibility—the meter reader, station operator, welder, serviceman, all who work alone, every member of a crew, department or section," said President Richard. "This was an individual and joint effort. You Gulf Staters have clearly indicated through this most outstanding safety accomplishment that accidents can be controlled. The rewards for such an accomplishment are not national awards, but the absence of pain and suffering."

New Radio Room Equipment Helps Keep Units Going

A COMPANY like ours, which is built solely on the demand for constant, dependable electric service, must have constant, dependable communications. To give us this we use the latest transistorized radio equipment.

Not only do they provide our operations people with an everyday workhorse for keeping contact and dispatching line crews and service trucks from job to job, radios provide us with a very valuable thoroughbred when disaster strikes our service area.

An ice storm, or a howling hurricane, can put our telephone, relay or carrier communication systems out of use.

It's very important that this equipment is kept in the best working order. This is where communication servicemen, like Gordon Doss of Beaumont, and their radiatorrooms enter the picture.

From his newly-rebuilt radiatorroom in the Beaumont Service Center, Gordon is able to keep the 130 mobile and 10 based units in the Beaumont and Port Arthur Divisions in good operating condition.

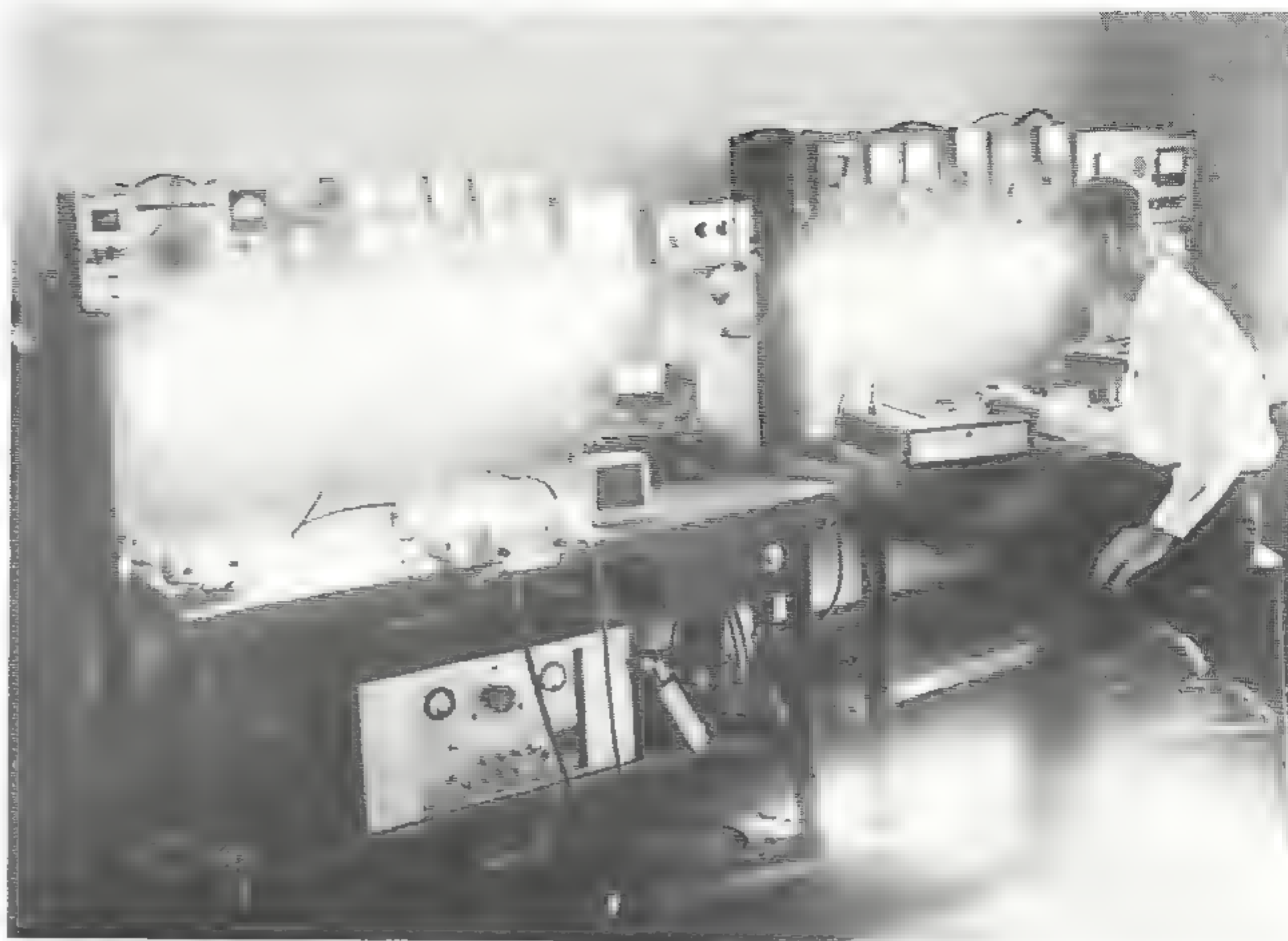
"In order to keep our radios in the best operating condition it is very important that we have clean, well-lighted work areas and the most up-to-date testing equipment."

A Plea for Research Material

A SEARCH is being made for pictures, booklets and other material dealing with the early years of Gulf States and predecessor companies that would be of use in compiling a Company history.

Copies of two early employee magazines, CANE SEEDS and GULF LINKS, would be particularly valuable.

If you have anything that could be of help in compiling a Gulf States history, or know anyone who does, please contact Howard Fussell, Advertising Department, Beaumont. The material will be examined and returned to you unharmed.



NEW RADIO WORKSHOP. Gordon Doss, communications serviceman, Beaumont, works at the new, well-lighted workbenches which were recently installed in the radiatorroom at the Beaumont Service Center. From here Gordon works on the 130 mobile and ten based units in Beaumont and Port Arthur Divisions.

This is what the Beaumont radiatorroom now has. Recently W. H. Brader, meter foreman for Beaumont Division, finished installing two new workbenches in the radiatorroom. The new benches are constructed so all testing equipment can be placed above the table at eye level leaving the tabletop clear for work. The use of two benches allows Gordon to do all the work on the two brands of equipment we now use at separate tables, Motorola equipment to the left and G. E. at the right. Among the newest testing equipment added is a lab-type tube tester which can be used to test

more types of tubes than other equipment. It can even be used to test color TV tubes.

When asked about our Company's use of the newest radio communications equipment, Gordon said, "The Company started using partially transistorized equipment in 1962 and switched to total transistorized equipment in 1964. There has been a great savings here, since transistors do not burn out like tubes. The ones that have to be replaced are usually damaged because of some material defect, otherwise they last the lifetime of the equipment.

"By switching to transistorized equipment we found an unexpected savings. The equipment we had been using required power from the vehicle's battery for transmitting. This was quite a drain on the battery. A line truck had to run its motor at least two hours during the day while standing to keep up the battery so the crew could get back to the service center at night. With the new equipment this is not necessary. We have a savings in gasoline that would be burned while a vehicle is standing."

Company Aids USL Professor With Studies Of Area Petro- Chemical Industry

OUR Company's reputation for its work in plant site location, area development activities and knowledge of the industries in our service area has brought a native of England to seek our assistance in a study of the reasons the petro-chemical industry has chosen to locate on the Gulf Coast.

Richard Peet of Southport, England, who is teaching geography this year at the University of Southwest Louisiana at Lafayette, is making this study as part of his work toward a doctor's degree in economic geography from the University of California at Berkeley.

One part of his study is to find out the reasons why the petro-chemical industry has developed so quickly along the Gulf Coast. The other is to find why the companies in other parts of the country located where they have. He has sent questionnaires to all petro-chemical companies in the United States seeking this information. He will analyze the reports and publish the results. The study is being partially supported by the USL Foundation.

Mr. Peet has been in the United States a year and a half studying at Berkeley. Before coming to this country, he was in Canada for two years where he studied that country's petro-chemical industry's development.

Mr. Peet is being assisted in his study of the plants located on our system or in our service area by Malcolm Williams, industrial engineer, Lake Charles.



LOOKS AT AREA CHEMICAL INDUSTRY. Richard Peet, third from left, who is teaching economic geography this year at the University of Southwest Louisiana at Lafayette, and three of his students, were recent guests of our Company as they toured industrial plants in the Lake Charles area. Making the tour were: Barney Fontenot, a USL student from Opelousas; William F. Vaughn, community relations representative, Pittsburgh Plate Glass, one of the plants being visited; Mr. Peet; Malcolm Williams, industrial engineer, Lake Charles Division; Wayne Guidry, Ville Platte, and Camille Quoyeser, Lafayette, both students at USL.



TOUR SABINE. Al Brady, system chemist, third from left, and Joe Robichau, engineer, System Production, third from right, explain the use of the teletype equipment to this group of engineers. The group was part of the members of the American Institute of Plant Engineer who toured Sabine Station on January 7. AIPE is the newest engineer organization in the Sabine-Neches area. Most of the members are employed by industrial plants in Orange and Jefferson County which are served by our Company. The tour provided the engineers an opportunity to see one of the facilities which supplies their plants power needs.

gulf staters in the news

Alan W. Hastings, recently retired vice president and assistant to chairman Morrison, was presented a citation for his meritorious service with the Community Council of Beaumont and North Jefferson County. The award was made at the Philadelphia meeting of the Citizens' Conference on Community Planning sponsored by United Community Funds and Councils of America.

On February 2, Mr. Hastings was elected president of the Community Council of Beaumont-North Jefferson County for 1965.

R. A. McAlpine, sales superintendent for Beaumont Division, has been elected to the board of directors of the Community Council for a three-year term.

R. O. Wheeler, vice president and personnel manager, Baton Rouge, was elected to a three-year term on the board of directors of the Family Counseling Service of East Baton Rouge Parish at the annual meeting, January 19.

Joe DeJean, supervisor of system residential sales promotion, Beaumont, was the guest speaker at the January 18 meeting of the West Beaumont Lions Club. He spoke on behalf of the Beaumont Advertising Club of Beaumont on "This Matter of Advertising." This is a 23-minute, colored slide illustrated program which relates the value of advertising to the American free enterprise system and the economic values of advertising to the Sabine area. He has presented this program several times before Sabine area professional and civic groups.

W. H. Gieseke, retired vice president and secretary of our Company, has been elected to a three-year term as vestryman of St. Mark's Episcopal Church in Beaumont.

Cecil Nantz, distribution supervisor, Orange District, has been elected to the board of the Golden Triangle Rose Society for 1965.

A. J. Mary, superintendent of planning, Beaumont, presented a talk on "How Your Electric Utility Keeps Accurate Time for You" to the Institute of Electrical and Electronics Engineers on January 12. Mr. Mary is past chairman of the Interconnected Systems Group.



NEW LIGHTS FOR NEDERLAND. Edward L. Woods, Danny Simpson, James Schexnayder and Jess Bellair, Port Arthur T&D, were part of the crews that helped install the new "White Way" last month along Nederland's Boston Avenue. A. C. (Frog) Handley, superintendent of the Mid-County District, turned the lights on for the first time on January 21. Our Company has installed 31 mercury vapor street lights along Boston Avenue.



WINTER SIGHT. This flight of geese is typical of the flocks of water birds seen along our section of the Gulf Coast each winter. This flock was surprised into flight while grazing in a pasture near Dayton, Texas. But hunters, don't get your hopes up. This picture was shot after the goose hunting season had closed. Yet we have some hunters in the Company who will tell you that flocks like this can be found during hunting season—if you know where to look.

Our Mail

FROM ORANGE:

Thank you for your service and your patience. We have enjoyed your service, and you have made our light a little brighter.

Yours respectfully,
Malcolm R. Tomplait

Mr. Tomplait is a former customer of our Company in Orange who recently moved to Houston.

If you have ten thousand regulations you destroy all respect for the law.

Sir Winston Churchill

Even the greatest matters call for a sense—submerged but nevertheless potent—that the world is mad.

August Heckscher

Nothing is so firmly believed as what is least known.

Montaigne

Plain Talks

SERVICE AWARDS TWENTY YEARS



H. E. Istre
Distribution
Jennings



C. W. Jones
Distribution
Lake Charles

TEN YEARS



Joyce Smith
Distribution
Beaumont



Betty L. Ulbricht
Treasury
Madisonville



J. H. David
Sales
Silsbee



C. R. Jones
Distribution
Baton Rouge



Van B. Hereford
Treasury
Baton Rouge

Dates Set for Baton Rouge Fishing Rodeo

BATON ROUGE Division employees have selected the following officers for their tenth annual fishing rodeo: B. W. Umberger, Louisiana Station, chairman; Don Blue, Choctaw Garage, treasurer; Dave Bourgeois, T&D-Engineering, mail solicitation; Francis Amedee and Ferris J. Parent, Louisiana Station, weight stations and scale; and Jimmy Harvey, Gas, solicitation chairman and tickets.

Chairman Umberger announced the rodeo will be held at False and Old Rivers, near New Roads, Louisiana. The contest will begin at 6 p.m., May 28, and will continue through the Memorial Day Weekend and will end at noon, June 6.

Tickets for participation in the rodeo will be sold at \$2 each. Sale of tickets ends May 15.

"We extend an open invitation to employees throughout the system," said Chairman Umberger, "to join us for some good fun and great sport. I want to remind them that Louisiana is known as a 'Sportsman's Paradise' with good reason. For additional information contact me at Louisiana Station machine shop."

Sympathy to:

Richard J. Peterman, industrial engineer, Lake Charles, on the death of his father, Louis Joseph Peterman, 80, of Alexandria, January 10.

Ruth Stine, secretary to our Company's secretary, on the death of her mother, Mrs. Ethel Looker Stine, 83, of Beaumont, on January 25.

George L. Irvin, General Accounting, Beaumont, on the death of his mother, Mrs. George L. Irvin, Sr., of Beaumont.

Norman Lee, operating supervisor, Lake Charles, on the death of his



CALIBRATE BOILER METERS. Gary Diamond, test technician second class, and Stanley Paxton, test technician first class, work on calibrating Louisiana Station's Number Nine Boiler's feederwater meter.

KVA Elects New Officers

ELECTED new officers of the KVA social club for Lafayette District employees for the coming year were: Earl Broussard, Sales, president; Paul Granger, Garage, vice president; Henry Buckalew, Treasury, treasurer; Bobbie Denais, Accounting, secretary.

New board of directors are: Robert Domingue, Service; Lester Gauthier, Engineering; and Joe Gresko, Line.

father, Rev. John W. Lee, Natchitoches, Louisiana. Rev. Lee was buried January 19 in Grayson, Louisiana.

Ralph Havard, test technician, second class, Sabine Station, on the death of his father, T. C. Harvard of Jasper.

F. J. Bello, Baton Rouge Gas, on the death of his father, Pierre Orphis Bello.

F. L. Roberts, Baton Rouge Gas Service, on the death of his brother, Ed Roberts.

Mr. and Mrs. Harold E. Crisler, on the death of Mrs. Crisler's mother, Mrs. Rene Vey, and her uncle, J. R. Duvernet. Mr. Crisler is employed in Baton Rouge Gas Service.

S A L E S

R E C O G N I T I O N

A W A R D S



COMMERCIAL SALESMAN-OF-THE-YEAR. L. V. Dugas, vice president and general sales manager, congratulates Roy Louviere of Lake Charles upon being awarded the salesman-of-the-year plaque for being the outstanding commercial sales representative of Lake Charles Division.



OUTSTANDING RESIDENTIAL SALESMAN. Vice President Dugas presents salesman-of-the-year award to Oscar Borne, residential sales representative, Church Point, for being outstanding residential sales representative for Lake Charles Division.



SULPHUR GAINS IN KWH CONSUMPTION. Vice President Dugas presents a 4,500 KWH certificate to G. J. Gilmore, superintendent, Sulphur District, for gains in annual residential kilowatthour usage.



NEW KWH MARK. Vice President Dugas presented a 4,500 KWH Club certificate to J. R. Peckham, superintendent, and Charlie Gary, sales supervisor, Lafayette District, for their district's gain in residential kwh.

TEXAS DIVISIONS' OUTSTANDING SALES REPRESENTATIVES. Vice President Dugas, center, presented plaques to the outstanding sales representatives for 1964 at the Beaumont Department Heads meeting on January 25. Outstanding residential sales personnel were, left; W. M. Ingwersen, Mid-County District; Dewey L. Allbritton, Huntsville District; and Billy Creel, Vidor District. Outstanding commercial sales representatives were: Charles Boring, Navasota; Paul Baker, Port Arthur; and Wyatt Bell, Liberty District.



RETAINS KWH TROPHY. The Baton Rouge Residential Sales Department ended 1964 with possession of the Reddy Kilowatt trophy for the highest kilowatthour gain per home customer during the year. The award was made at the January department heads meeting and present were, front row; Frances Maxwell, home service advisor; Donald Hood; Harriet Babin, home service advisor; Julius Courtney; Aubrey Glover; and J. W. Kirkland, recently promoted from sales superintendent to division manager; second row, were: R. M. Andrews, superintendent of residential sales; Charlie Foss, Herbert Aull, Bill Goff, supervisor of residential sales; Sidney Allison and Tom Boone.



TOP BATON ROUGE SALESMEN. At the Baton Rouge Division Department heads meeting in January, Vice President Dugas presented top "Salesman of the Year" awards to Lester Landry, commercial sales representative, and Donald Hood, residential sales representative. Lester was also named "Commercial Salesman of the Year for 1964" for the entire system. Competition for this award is among the 22 commercial sales representatives and is based on highest percentage of quota in the "Load Builder" items. These are heat pumps, resistance heating, cooking and lighting.



LIGHTING CAMPAIGN LEADERS. Dick Landry, third from left, system supervisor of lighting sales promotion, Beaumont, congratulates Fred Tenholder, Beaumont, Wyatt Bell, Liberty, and Charles Boring, Navasota, top commercial sales representatives in the 1964 interior lighting campaign. Wyatt finished first. During the campaign he made 66 footcandle surveys, three new lighting proposals and 18 remodeling proposals. Fred was second with 22 footcandle surveys, two new lighting proposals and 16 remodeling proposals. Charles finished third with 18 footcandle surveys, six new lighting proposals and 12 remodeling proposals. The entire campaign resulted in 502 footcandle surveys, 31 new lighting proposals and 156 remodeling proposals.





"JUST A MINUTE AND I'LL CHECK."
Malissa Jane, six-month-old daughter of Betty Dowell, local office clerk, Calvert, is ready to look up a customer's bill as she pays a visit to the Calvert office.

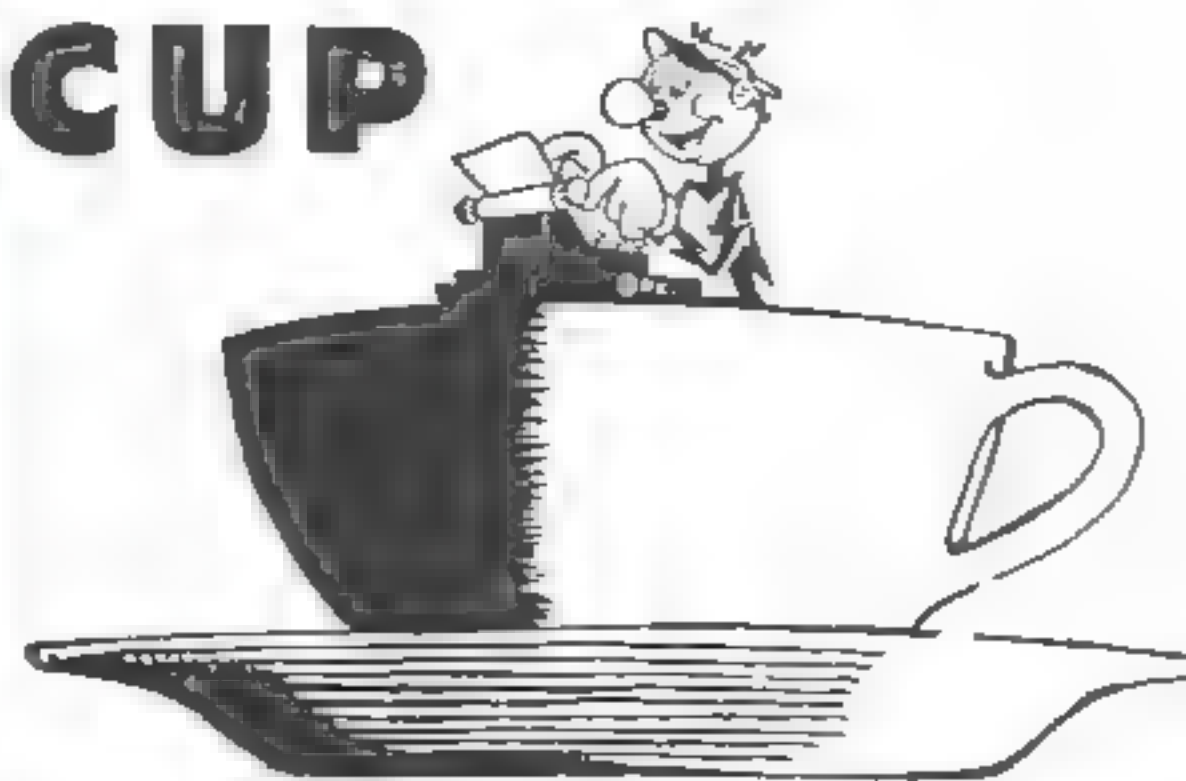


FIVE YOUNG PORT ARTHURIANS. James Ordon, three, Julie Marie, five, Jane Carol, eight months, John Keith, 13, and Jacqueline Ann, nine, are the children of Leroy J. Sonnier, collector, Port Arthur Division. Leroy has been with our Company since 1953.

CHANGING OCCUPATIONS. Betty Jean Andreski gave up her job as local office clerk, Calvert, on January 29 to become a housewife. Betty Jean, who had been with our Company three and a half years, married Leon Joe Slenk of Bremond on February 6. The couple will make their home in Houston.



over the **COFFEE CUP**



SEVERAL Beaumont Service Center employees have been off because of illness. **L. D. Bell**, Line, is back after having been off a few weeks for an operation.

Louis Sandidge, Appliance Repair, entered the hospital on January 24 for an operation. **Lester Fatheree**, Substation, is home now following an operation at Hotel Dieu on January 11.

Scotty, son of **Sy and Dot Krebs**, was elected one of the football team captains at James Bowie Junior High, it was announced at the football banquet on January 16. The three captains were elected by popular vote by the football team.

Mary Rice, T&D Engineering, left the Company on January 29 to take care of her family. We welcome **Yvonne Helffrich** who is filling this vacancy. Yvonne worked in the Port Arthur office a few years ago.

Leroy J. Bodeman, division engineer, attended a supervisors seminar in Galveston, January 17 through January 21, while **B. H. Gager**, Service, and **S. H. Canfield**, Substation, also attended a similar seminar from February 1 through February 4.

—By Dorothy Gaus

WELCOME to a new employee, **Jo Sterling**. She attended Thomas Jefferson High School in Port Arthur. Her husband, **Jim**, is employed at Livingston Shipyard in Orange. They have two children.

Wanda West recently entertained Customer Accounting with a party for **Shirley Weaver**, who had left to become a housewife. The girls presented her with a gift.

Barbara Blake won second place in "Downtown Beaumont Unlimited Christmas Treasure Hunt." She was awarded gift certificates from various downtown merchants.

Shirley Grimes' husband, **Don**, a senior accounting major at Lamar Tech, has been awarded the "Price Waterhouse Scholarship".

Gwendolyn Johnston was honored with a cake and a gift from her co-workers when she was transferred to Credit and Collections. She had been in Customer Accounting for three years.

Lillian Whitman, a former employee in Customer Accounting recently paid us a visit.

Other recent visitors were **Gordie Noack** and son. She has been living in Germany for the past year where her husband, **Raymond**, has been on a tour of duty with the Army.

—By Betty Clark

SABINE STATION

THE wives of the Sabine Station employees held a "Christmas Cheer Coffee" for friends at the home of **Mr. and Mrs. Dale Karaff**. The guests brought Christmas gifts for the patients at Rusk State Hospital. **Mrs. Claude Douget**, **Mrs. Tommy Berryhill** and **Mrs. Larry Gurney** served the refreshments. A door prize was won by **Mrs. Bonnie Brown**, daughter of **Walter Burris**.

The following letter was sent to the wives by the coordinator for volunteer services at the hospital thanking the ladies for making Christmas a much happier time for the patients.
Dear Friends:

Please accept the sincere appreciation of the Volunteer Council, Rusk State Hospital, our Staff and patients, for your recent generous contribution to help make this a happy holiday season for our patients.

Plain Talks

Your interest in our patients is what we appreciate most. Now they know that they are remembered by the outside world, and this knowledge makes them more responsive to treatment, while your gifts help to make their stay here a happier and more therapeutic one.

Thank you for this interest, your contributions, and for your cooperation with our Volunteer Services Program, which has proved to be so meaningful to our patients.

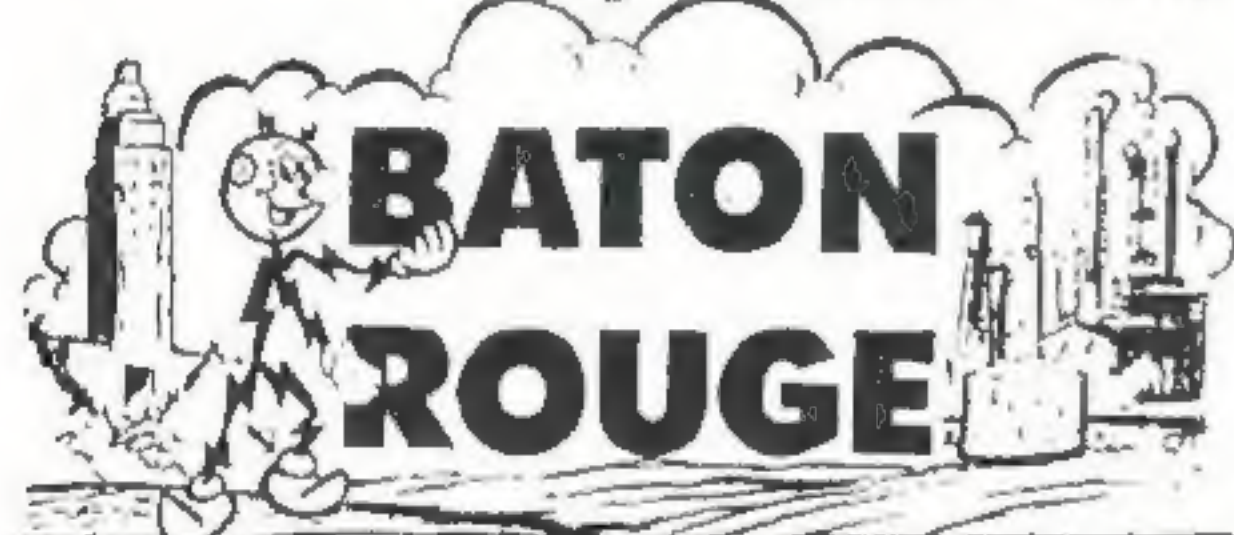
May your own holiday season be happy and bright and full of the true Spirit of Christmas.

Sincerely,
Mrs. Thelma Jones
Coordinator for
Volunteer Services

A Tuesday Canasta Club has been organized by the Sabine wives. Mrs. Karaff was elected president and Mrs. Berryhill, secretary-treasurer. Prize nights will be once a month and the next meeting will be at the new home of Mr. and Mrs. John Fred Allen.

We welcomed a new employee to Sabine Station. He is John Martin Cole, mechanic helper. John and his wife, Joy Ruth, have a three year old daughter, Judy Ann, and are making their home at 255 Hebert, Bridge City.

—By Kathleen Fuller



ELMA ENGLADE, who works the Baton Rouge Division Main Office's information desk, has been off ill for about 2½ months and she still doesn't know when she'll be back to work. We're hoping it will be soon.

Narlene Harper has fully recovered from surgery after missing two weeks in December because of the operation.

Customer Accounting has a new employee who is really an "oldie." **Judy Kelly** came back to work on January 11. She left us in July to await the arrival of her baby, **Michael**, who was born in November.

Faye Whitehead recently became Mrs. Richard Heaslip. Richard is studying forestry at LSU.

A miscellaneous shower was given **Lois Waters**, the former Lois Lee, who was married on January 8. Her husband, Bruce, is an attorney in Baton Rouge.

—By Nancy Hoehn

BARBARA THOMPSON, departmental clerk in Baton Rouge Gas, is driving around in a pretty, baby-blue, '65 Valiant. She says it rides much better than her previous car and even goes past service stations without stopping.

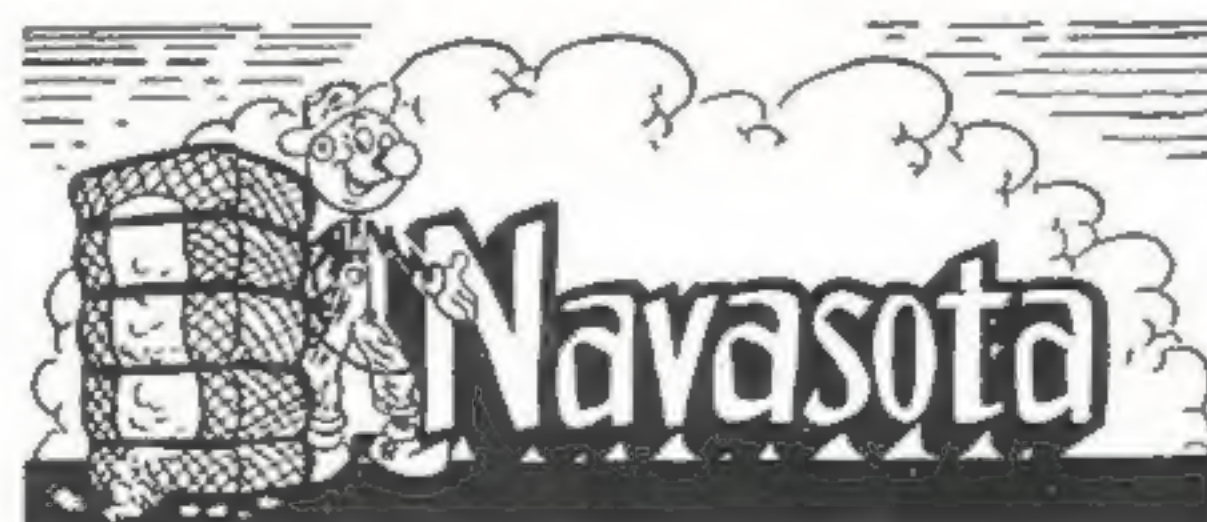
For the past few months, your reporter and her husband heard what they thought to be a monstrous size rat under the tub in their bathroom. We tried just about everything in the book on rat killing to no avail, so we decided to report the "monster" to our landlord. He stationed himself outside the "monster's" entry point. After some waiting, out walked a big fat possum.

—By Freda McGrew

A note of thanks

"My personal thanks to each of you for your thoughtfulness and for the beautiful cards and flowers sent me during my illness."

Lillian Hansen



SUSANNE LIVELY, daughter of **J. O. Lively**, primary and special tester in the Navasota Meter Department, was recently presented on the Keyboard Division Student Forum at Sam Houston State Teachers College.

Miss Lively performed in a piano duet No. 9, Am Springbrunnen and No. 12, Abendlied from the composition "Twelve Four Hand Pieces, Op. 85" by Schumann.

Miss Lively is a sophomore at Sam Houston where she is majoring in music education. She is also a member of the Women's Choir.

CALVERT

LOYD D. STARK left our Company recently and moved to Temple, Texas, where he went into the insurance business. **Bill Johnson, Jr.**, was hired as a helper in T&D to replace Floyd.

Bill and his wife and three sons, **Fary, Phil and Kenneth**, live in Bremond at the present and plan to move to Calvert in the near future. He is a graduate of Bremond High School and was an employee of Rainbow Bread Company.

—By Betty Andreski



PAULA DAVIS, Lake Charles Sales, underwent emergency surgery last month at Memorial Hospital. She returned to work the early part of February.

Mrs. Juanita Prejean, wife of **John Prejean**, storeroom supervisor, was also hospitalized for several weeks.

The Lake Charles Engineering Department welcomed a new employee, **Martha Ann McCartney**, who came to work recently as a departmental clerk. Martha lives in Lake Charles with her parents.

—By Bobbie Moon



SHE'S MY SISTER. Dale, four, has protective hold on his baby sister, Kim, three months. They are the children of **Don Conner** of the Lake Charles Engineering Department.



Mr. and Mrs. Walter Sikes on the arrival of their daughter **Laura Lynn**. Laura was adopted by Walter and JoAnn on January 21. Walter is employed in the Beaumont Service Department.

Mr. and Mrs. Lester Lalande, on the birth of their third child and first girl, **Dayna Gay**, January 6. Lester is in the Lafayette Meter Department.

Tom and Aline Hebert on the birth of their son, **Morgan Anthony**, January 15. Tom is employed at Riverside Station in Lake Charles.



THE CRISLER PRODUCTION COMPANY
5336 JACKSON AVENUE, BATON ROUGE, LOUISIANA
ANNOUNCES THE
1965 CRISLER "BABY BOY" MODEL NO. 3

H. E. CRISLER, DESIGNER AND CHIEF ENGINEER
MRS. H. E. CRISLER, PRODUCTION MANAGER
DR. JOSEPH FARRIS, TECHNICAL ASSISTANT

MODEL RELEASED THURSDAY, JANUARY 7, 1965

IT HAS EXCELLENT FREE SQUEALING, ECONOMICAL FEED, WATER COOLED EXHAUST
AND WASHABLE SEAT COVERS. THE MANAGEMENT ASSURES THE PUBLIC
THERE WILL BE NO NEW MODELS DURING THE BALANCE OF THE YEAR.

JAMES HAROLD WEIGHT 5 LBS. 14½ OZ.

Harold Crisler is employed in the Baton Rouge Gas Service Department.

Jimmie Barrick, Sr., Baton Rouge Gas, on the birth of his grandson, **Gregory Alan Barrick**, November 25. He is the son of Mr. and Mrs. **Jimmie Barrick, Jr.** Jimmie, Jr., a former GSUer, is with the U. S. Corp of Engineers at Vicksburg. On February 4, Mr. Barrick again became a grandfather with the birth of **Mark David**,

son of Mr. and Mrs. **Reggie G. Barrick**. Reggie is a former GSUer having worked in the Line Department while attending LSU and Mrs. Barrick is the former Sue Myers, a departmental clerk in the Electric Department. They are now making their home in Stockholm, Germany, where Reggie is stationed with the U. S. Army.



NEW YEAR'S EVE DANCE. Lake Charles Kilowatt Klub held its annual New Year's Eve Dance in the Charleston Hotel Ballroom. Noisemakers, leis, paper hats and streamers helped the old year out and the new one in. Music was furnished by the Shreveport Nighthawks. At top left, are Travis Fox, Mr. Ainsworth, George Hayes, Mrs. Ainsworth, Mrs. Hayes and Mrs. Fox. George and Travis are in the Line Department. The Ainsworths were guests of the two couples. Top right, Rene' DeBlanc, Nelson Station, shows interested onlookers how to do the "Limbo." Bottom left, enjoying themselves at the dance are George and Mrs. Hayes. With back to camera is Chester Landry, substation mechanic. Bottom right, Mrs. Curley Rogers, Mrs. Kamille George, Kamille and Curley of the Line Department, with their guests Bobby and Dorothy Rogers.

BAGS BIG BUCK. J. A. Fredericks, meter foreman in Baton Rouge Electric Department, killed this eight point buck a few miles from Denham Springs in Livingston Parish. Seventy-nine legal deer were killed in a five day season. These deer were the offspring of deer that were transplanted from north Louisiana by the Livingston Parish Wildlife Protection League. Mr. Fredericks is a member of the league.



Advertising Helps Our Communities In Seeking New Industries

SMALLER communities throughout our Louisiana and Texas service area are getting good outside assistance in their efforts to bring in new industry.

Our Company is continuing national and state-wide advertising of the advantages awaiting industrialists in the two-state Gulf Coast area it serves.

Ads designed to bring new plants to this locale are placed in four national publications — Dun's Review, Business Week, Factory, and Chemical Week, and two state magazines, Texas Parade and East Texas. Millions of business people from coast to coast are exposed monthly to the merits of the Texas and Louisiana coastal area.

L. V. Dugas, vice president and general sales manager, says that one recent ad resulted in 70 inquiries from site-seeking industries wanting information about our Gulf coast area.

"Advertising like this is one way our area development program helps bring more jobs, payrolls and prosperity to the area we serve," Mr. Dugas said. "Area growth and progress benefit everyone. We're pleased that our efforts help accomplish this."

Here is what can happen to a community when one inquiry about plant sites results in a new factory employing 100 workers being located in our service area. It will add 359 more citizens to the community's population. There will be 100 more households, 91 more school children. The employment will bring \$710,000 in personal income per year into the area. Bank deposits will rise by \$229,000. There will be 97 more passenger cars registered.

The increase of population and personal income could result in the establishment of three more retail firms. Also these 359 new people will spend

\$331,000 in retail sales each year and this could add 65 more people to the employment rolls in non-manufacturing fields.

These are the reasons our Company advertises and works so hard to bring new industries to our service area!

An example of the advertising copy you will see in our national and state-wide advertising is as follows:

"Small towns can be synonymous with big profits for manufacturers seeking new locations. Non-metropolitan towns in our 28,000-square mile Texas and Louisiana service area are located near such fast-growing markets as Houston, New Orleans and Dallas. You'll discover an abundant labor force ready to give a full day's work for fair pay, low tax structures, excellent transportation facilities and vital raw materials. Let our area development people show you the merits of our small cities and towns."

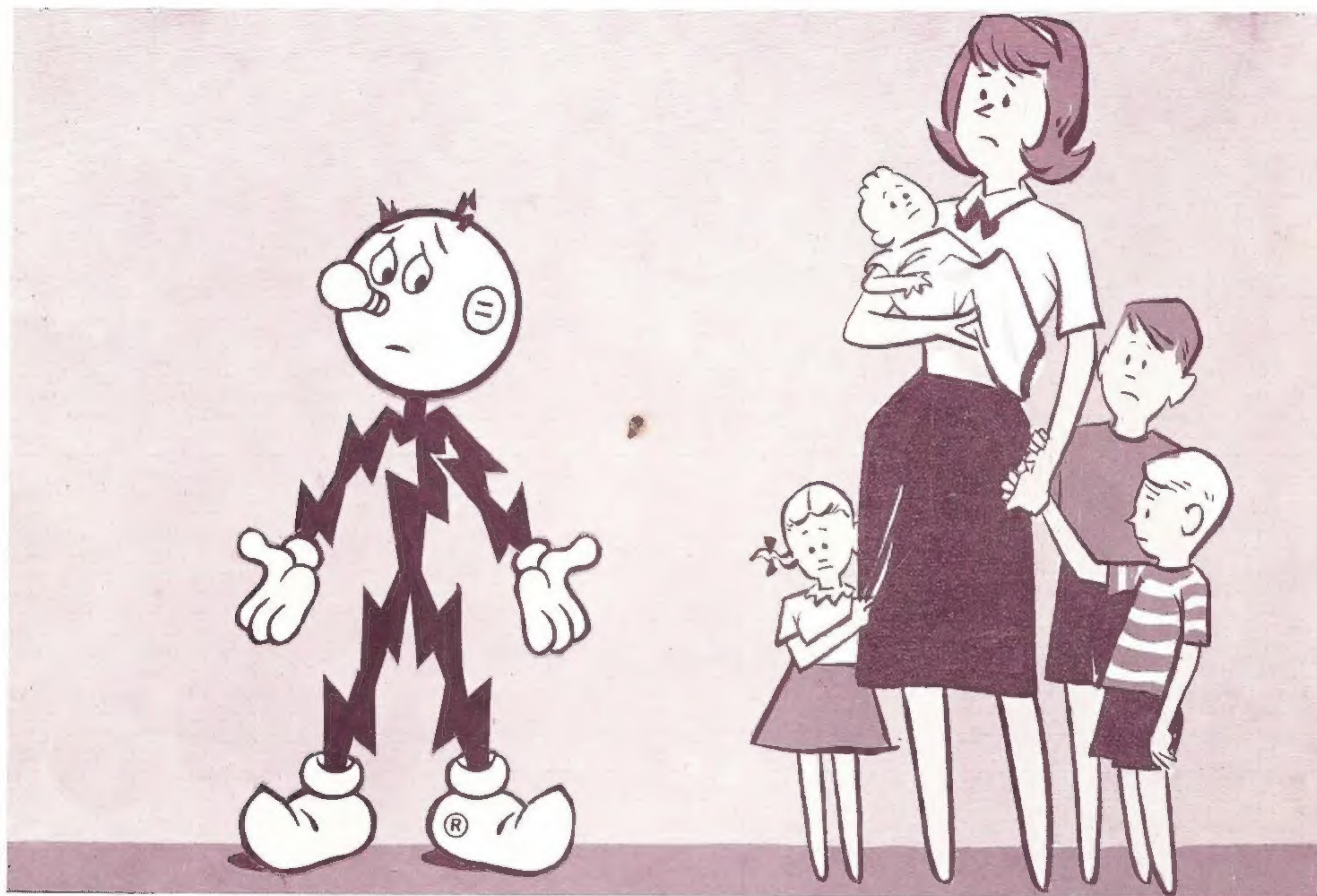
AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11



HOW LONG SINCE YOU'VE CHECKED YOUR COMPANY INSURANCE PLAN?

ONLY recently a tragic event has pointed out the fact that all too many of us don't bother to change our insurance beneficiaries designations when we should. Result is that we are helpless to help survivors of employees who have neglected to make proper designations.

**IT TAKES VERY LITTLE TIME TO MAKE CERTAIN YOUR
GROUP INSURANCE PLAN IS AS YOU WANT IT.**